

## EVALUATION FOR: Online Merchant

Thanks for providing your valuable feedback!

BizRate.com is the only e-business rating guide that's based on the direct experience of online shoppers. By taking the time to fill out this brief survey, you can help millions of others find the best online stores on the Internet.

### Merchant Ratings

How satisfied were you? Use a ten-point rating scale to rate your satisfaction with Online Merchant and this purchase as it applies to:

	How Satisfied Were You?										
	Not at all		A Little		Some-what		Quite a Bit		Highly		NA
	1	2	3	4	5	6	7	8	9	10	
102 Consider: Convenience and speed of ordering	<input checked="" type="radio"/>										
104 Given site focus: Breadth/depth of products offered	<input checked="" type="radio"/>										
106 Consider: Information quantity, quality & relevance	<input checked="" type="radio"/>										
108 Consider: Prices relative to similar merchants	<input checked="" type="radio"/>										
110 Consider: Layout, broken links/pictures/images & speed	<input checked="" type="radio"/>										

100

{ }

112

### Shopping on the Web

What was the total dollar value of this purchase?  
(Include shipping & handling -- round to the nearest dollar)

US \$ 

How many items were included in this purchase? (do not include free items)

Total # Items  -Select- 

Of the items included in this purchase, what percentage were Gifts?

0%	1% - 25%	26% - 50%	51% - 75%	76% - 100%
<input checked="" type="radio"/>				

Please indicate what prompted you to make this visit to Online Merchant's web site?

Web	-Select-	<input type="button" value="▼"/>
Print	-Select-	<input type="button" value="▼"/>
TV	-Select-	<input type="button" value="▼"/>
Radio	-Select-	<input type="button" value="▼"/>
Alternative	-Select-	<input type="button" value="▼"/>

FIG. 1a

If "Other",  
please specify

Merchants often offer a wide array of online tools, features & offerings to optimize your shopping experience. Please help us identify which tools, features & offerings are most useful to you. Considering the purchase you have just made, please indicate the three most helpful/influential/important resources from the list below: (check up to 3)

- New Products Page - product purchased was featured on merchant's "New Products" page
- Best Sellers Page - product purchased was featured on merchant's "Best Sellers" page
- Featured Sale Item - product purchased was an advertised special on merchant's site
- Product Recommendation - product purchased was recommended by the merchant
- Product Search Tools - product purchased was located using merchant's product search tool/engine
- Gift Registry - product purchased was ordered using merchant's gift registry service
- Online Product Review - product purchased was described in an independent review on the merchant's site
- Discounted Shipping - product purchased qualified for a shipping discount offer from the merchant
- Online Coupon - product purchased qualified for an online coupon offer from the merchant
- Club Rewards Program - benefits associated with merchant's frequent buyer club or program
- Personalized Site Features - ability to save customized personal information & other saved site features
- Express Ordering - ability to process orders with very few page views or express one-click ordering

When do you expect all of the items you ordered to be delivered?

—Select— 

How many times over the last six months (180 days) have you made a purchase from Online Merchant's web site?

—Select— 

Considering all of your online purchases for the type of product you have just purchased, what percentage of the time do you purchase these types of products from Online Merchant's web site? (consider the past six months (180 days) only)

1% - 25%	26% - 50%	51% - 75%	76% - 100%
C	C	C	C

Please tell us how many times over the last six months (180 days) have you made a purchase anywhere online?

—Select— 

FIG. 1b

Which products did you just purchase from Online Merchant today? Please check all that apply.

**Apparel**

- Accessories, Jewelry
- Clothes
- Shoes

**Gifts**

- Flowers
- Greeting Cards
- Novelty Items

**Computer**

- Computer Hardware
- Computer Software
- Consumer Electronics

**Home & Garden**

- Appliances
- Furniture, Home Furnishings
- Garden Supplies
- Housewares
- Pet Supplies

**Consumer Goods**

- Baby Supplies (excluding Clothes)
- Health and Beauty
- Prescription and Non-Prescription Drugs
- Vitamins, Nutritional Supplements

**Other**

- Automotive Parts, Accessories
- Office Supplies
- Sporting Goods
- Tobacco Products
- Tools
- Toys

Other (specify):

**Entertainment**

- Books
- Music
- Videos

**Food & Wine**

- Chocolate, Candy
- Coffee, Tea
- Grocery
- Wine, Spirits

**Expectations of the Shopping Experience**

Before you made this purchase, you probably had some expectations regarding the overall shopping experience with Online Merchant. Taking into account the various components of an online purchase, please indicate your expectation level on the ten-point scale below:

	Expectations										
	Very Low		Low		Med		High		Very High		
	1	2	3	4	5	6	7	8	9	10	NA
Expectations of This Online Purchase Consider: All the components of an online purchase	<input checked="" type="radio"/>										

**Shopping Components**

Independent of this merchant, how important is each of the following components when shopping online for the types of products you have just purchased?

FIG. 1C

	How Important Is This?										
	Not at all	A Little	Some-what	Quite a Bit	Highly						
	1	2	3	4	5	6	7	8	9	10	NA
Ease of Ordering Consider: Convenience and speed of ordering	C	C	C	C	C	C	C	C	C	C	C
Product Selection Given site focus: Breadth/depth of products offered	C	C	C	C	C	C	C	C	C	C	C
Product Information Consider: Information quantity, quality & relevance	C	C	C	C	C	C	C	C	C	C	C
Product Prices Consider: Prices relative to similar merchants	C	C	C	C	C	C	C	C	C	C	C
Web Site Navigation & Looks Consider: Layout, broken links/pictures/images & speed	C	C	C	C	C	C	C	C	C	C	C
On-Time Delivery Consider: Expected vs. actual delivery date	C	C	C	C	C	C	C	C	C	C	C
Product Representation Consider: Product description/depiction vs. what you get	C	C	C	C	C	C	C	C	C	C	C
Level & Quality of Customer Support Consider: Status updates and complaint/question handling	C	C	C	C	C	C	C	C	C	C	C
Posted Privacy Policies Consider: Online merchant's efforts to inform you	C	C	C	C	C	C	C	C	C	C	C
Product Shipping & Handling Consider: Appropriateness & condition of packaging	C	C	C	C	C	C	C	C	C	C	C

### Tell Us About You

We respect your privacy. The information below will never be divulged in any personally identifiable way.

Sex:

Male  Female 

Age:

Occupation:

Your Education:

Annual Household Income (US \$):

Marital Status:

Connection Speed:

Home Zip/Postal Code:

Country of Residence:

If you have children or teens living at home, please check all age groups that apply.

- Children under age 2 present
- Age 2-5
- Age 6-11
- Age 12-17

FIG. 1d

Some of the following questions apply to the purchase you just made. These questions will provide information to merchants about credit card and other payment methods to help them better meet your needs.

### Payment Products

Which payment product did you use to make this purchase from Online Merchant?

—Select—	
----------	--

For the following list of payment products in the box below, please indicate in **column A** which card(s) you own.

Among the payment products you use in the box below, please indicate in **column B** the three you prefer to use most when making **online** purchases.

(Answer up to three only for column B.)

(A) Payment Cards I Own	(B) Preferred Payment Products for Online Purchases
<b>American Express/Optima</b>	
<input type="checkbox"/> American Express Green	<input type="checkbox"/> Do not use for Internet purchases
<input type="checkbox"/> American Express Gold	<input type="checkbox"/> Do not use for Internet purchases
<input type="checkbox"/> American Express Platinum	<input type="checkbox"/> Do not use for Internet purchases
<input type="checkbox"/> American Express Blue	<input type="checkbox"/> Do not use for Internet purchases
<input type="checkbox"/> American Express Student Card	<input type="checkbox"/> Do not use for Internet purchases
<input type="checkbox"/> American Express Senior Member Card	<input type="checkbox"/> Do not use for Internet purchases
<input type="checkbox"/> American Express Optima Card	<input type="checkbox"/> Do not use for Internet purchases
<input type="checkbox"/> American Express Optima Platinum Card	<input type="checkbox"/> Do not use for Internet purchases
<b>Carte Blanche or Diners</b>	
<input type="checkbox"/> Carte Blanche Card	<input type="checkbox"/> Do not use for Internet purchases
<input type="checkbox"/> Diners Club Card	<input type="checkbox"/> Do not use for Internet purchases
<b>Discover</b>	
<input type="checkbox"/> Discover Card	<input type="checkbox"/> Do not use for Internet purchases
<input type="checkbox"/> Discover Platinum Card	<input type="checkbox"/> Do not use for Internet purchases
<b>JCB</b>	
<input type="checkbox"/> JCB	<input type="checkbox"/> Do not use for Internet purchases
<b>MasterCard</b>	
<input type="checkbox"/> MasterCard Standard (not gold or platinum)	<input type="checkbox"/> Do not use for Internet purchases
<input type="checkbox"/> Gold MasterCard	<input type="checkbox"/> Do not use for Internet purchases

Platinum MasterCardDo not use for Internet purchases  MaestroDo not use for Internet purchases  World MasterCardDo not use for Internet purchases  Student MasterCardDo not use for Internet purchases  MasterCard Debit CardDo not use for Internet purchases  MasterCard BusinessCardDo not use for Internet purchases  MasterCard Executive BusinessCardDo not use for Internet purchases  MasterCard BusinessCard Debit CardDo not use for Internet purchases  MasterCard Corporate CardDo not use for Internet purchases  MasterCard Corporate Purchasing CardDo not use for Internet purchases **Visa** Visa Classic CardDo not use for Internet purchases  Visa Gold CardDo not use for Internet purchases  Visa Platinum CardDo not use for Internet purchases  Visa Titanium CardDo not use for Internet purchases  Visa Business CardDo not use for Internet purchases  Visa Purchasing CardDo not use for Internet purchases  Visa Corporate CardDo not use for Internet purchases  Visa Debit CardDo not use for Internet purchases  Visa Signature CardDo not use for Internet purchases  Visa Cash CardDo not use for Internet purchases  NextCard VisaDo not use for Internet purchases **Other**

Digital Gift Certificate

Do not use for Internet purchases 

Telephone Number/Bill

Do not use for Internet purchases 

Internet Service Provider

Do not use for Internet purchases 

e-Check

Do not use for Internet purchases 

Other

Do not use for Internet purchases  Don't own any payment cards Don't have a preferred **online** card

FIG. 1F

What is the main reason you selected the payment product you did in making this transaction **online**?

—Select—



If you use a payment product exclusively for **online** purchasing, what is your main reason? (If you don't use a payment product exclusively for **online** purchasing, please select the appropriate option.)

—Select—



If you have ever had an **online** merchant refuse an order, what was the reason? (If you have never had an **online** merchant refuse an order, please select the appropriate option.)

—Select—



### BizRate.com will follow-up.

We will email you to find out if your order was delivered on time and if you were satisfied. In accordance with our [privacy policy](#), we won't sell this information or give it to anyone without your consent.

Email Address

(Required)

### Your Comments

Write a review of Online Merchant for the customer review section on BizRate.com. Help millions of shoppers learn what works, what doesn't work, and what your overall experience with Online Merchant has been.

[Large text area for comments]



Please forward my email address to Online Merchant so they can address my comments.

You may use and release my review anonymously for other shoppers to see.

Yes! Please tell me how I can save up to 25% on my online purchases!

Yes! I'd like to join the BizRate.com Online Research Team and have a chance to win gifts and prizes for participating in Web-based research studies.

FIG. 1g

**Independent Merchant Evaluation****bizrate.com**

We rate e-business

**EVALUATION FOR: Online Merchant**

Thank you for taking the time to provide online shoppers with valuable feedback about the delivery of your online purchase.

Fill out the following short survey and click submit for your chance to win \$5000.

Has your order been delivered?

—Select—



How satisfied are you with the product and Online Merchant's service?

Using the ten-point scale below, please tell us your satisfaction level for each of the following:

	How Satisfied Were You?										NA	
	Not at all		A Little		Some-what		Quite a Bit		Highly			
	1	2	3	4	5	6	7	8	9	10		
202 On-Time Delivery Consider: Expected vs. actual delivery date	C	C	C	C	C	C	C	C	C	C	212	
204 Product Representation Consider: Product description/depiction vs. what you got	C	C	C	C	C	C	C	C	C	C		
Level & Quality of Customer Support Consider: Status updates and complaint/question handling	C	C	C	C	C	C	C	C	C	C		
208 Posted Privacy Policies Consider: Online merchant's efforts to inform you	C	C	C	C	C	C	C	C	C	C		
210 Product Shipping & Handling Consider: Appropriateness & condition of packaging	C	C	C	C	C	C	C	C	C	C		

For this order only, did you contact Online Merchant's customer support for any reason (by phone or email)?

Yes

No

Taking into account the many components of this online purchase, please indicate your overall satisfaction level with Online Merchant using the ten-point scale below:

FIG. 2a

	Satisfaction Level										NA	
	Not at all	A Little	Some-what	Quite a Bit	Highly							
	1	2	3	4	5	6	7	8	9	10		
Overall Shopping Experience Consider: All components of this online purchase	c	c	c	c	c	c	c	c	c	c	c	

The next time you buy such products, what is the likelihood that you will shop from Online Merchant again?

Select—

### Your Comments

Write a review of Online Merchant for the customer review section on BizRate.com. Help millions of shoppers learn what works, what doesn't work, and what your overall experience with Online Merchant has been.

- Please forward my e-mail address to Online Merchant so they can address my comments.

### Comments about Bizrate.com

- You may use and release my review anonymously for other shoppers to see.

**Thank you for your time!**

You've just made the Internet a safer, better place to shop. Remember to always start at BizRate.com before you shop online!

Please click below to submit your survey.

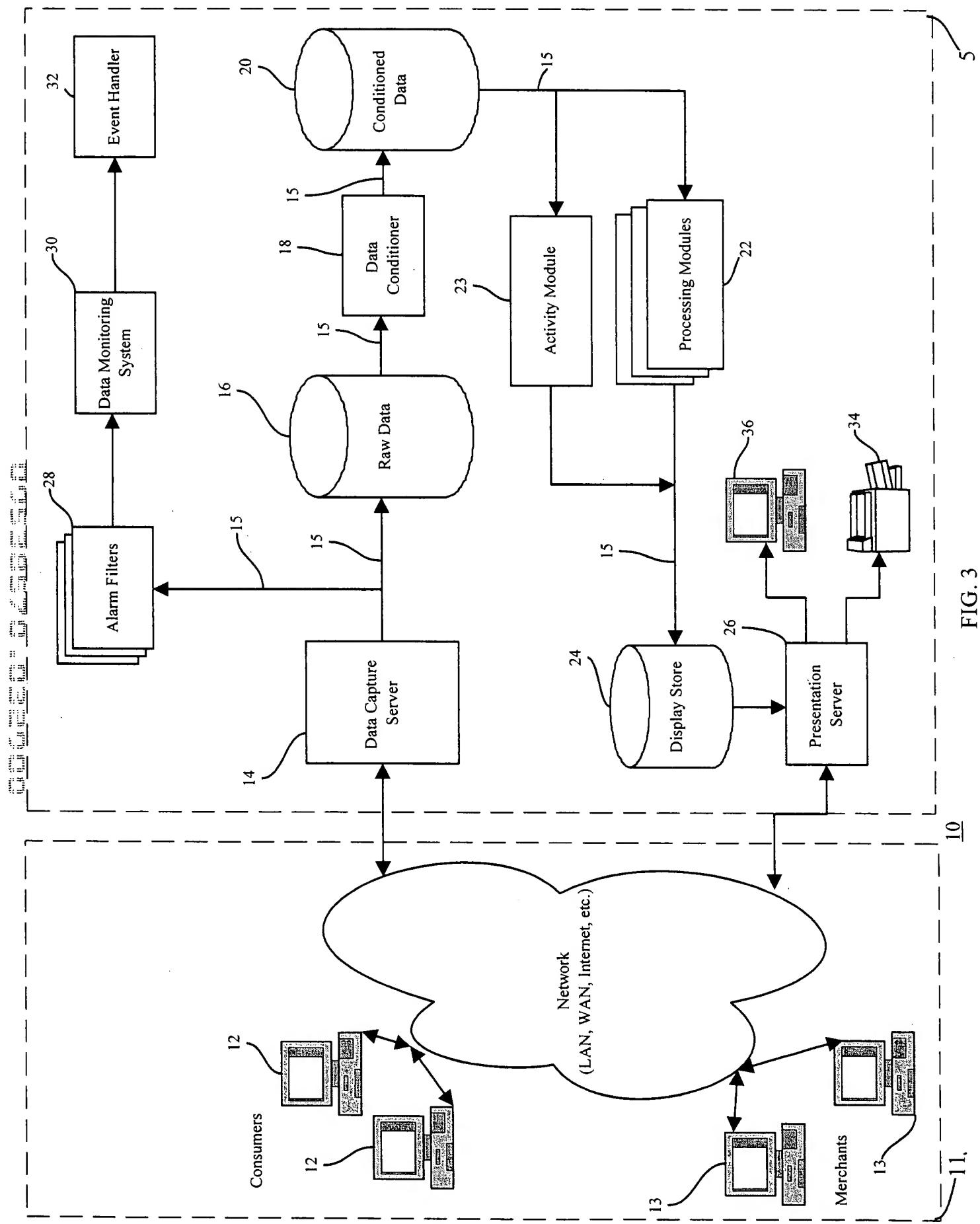
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We rate e-business.

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FIG. 2b

FIG. 3



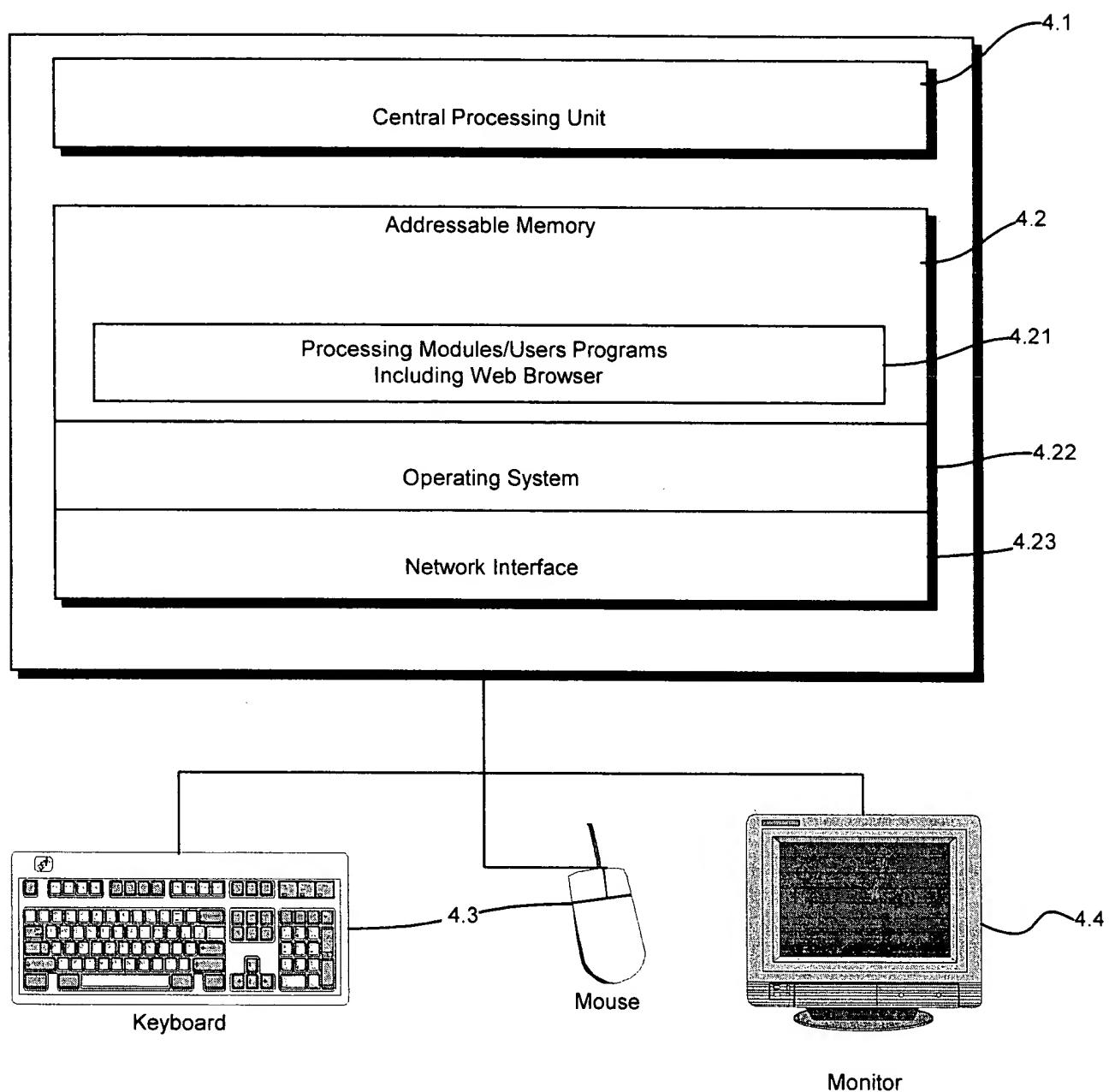


FIG.4

## Trends: Merchant Performance

Merchant Attributes		Merchant Performance (On a scale from 1 to 10)											
		Mar-99	Apr-99	May-99	Jun-99	Jul-99	Aug-99	Sep-99	Oct-99	Nov-99	Dec-99	Jan-00	Feb-00
Point-of-Sale	Ease of Ordering	8.6	8.4	8.5	8.6								
	Product Selection	8.7	8.5	8.7	8.4								
	Product Information	8.2	8.0	8.0	8.1								
	Product Prices	7.8	8.0	8.0	8.2								
	Web Site Navigation & Looks	8.1	8.3	8.4	8.2								
Fulfillment	On-Time Delivery	8.1	8.2	8.2	7.9								
	Product Representation	8.7	8.9	8.9	8.7								
	Level & Quality of Customer Support	8.1	7.9	7.6	7.9								
	Posted Privacy Policies	8.2	8.3	8.3	8.5								
	Product Shipping & Handling	8.8	8.9	8.7	8.7								

FIG. 5a

## Trend: Point-of-Sale Performance

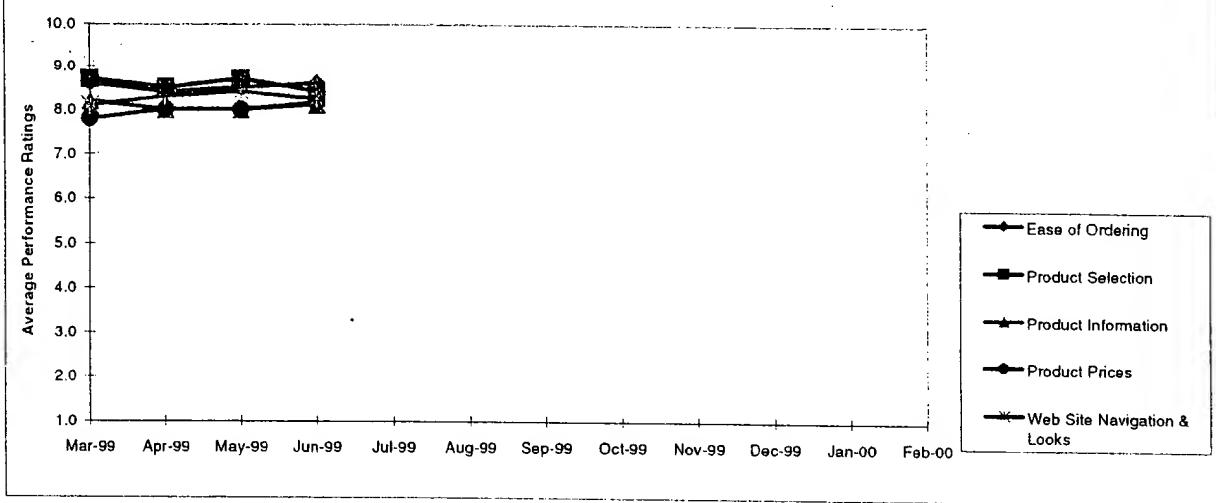
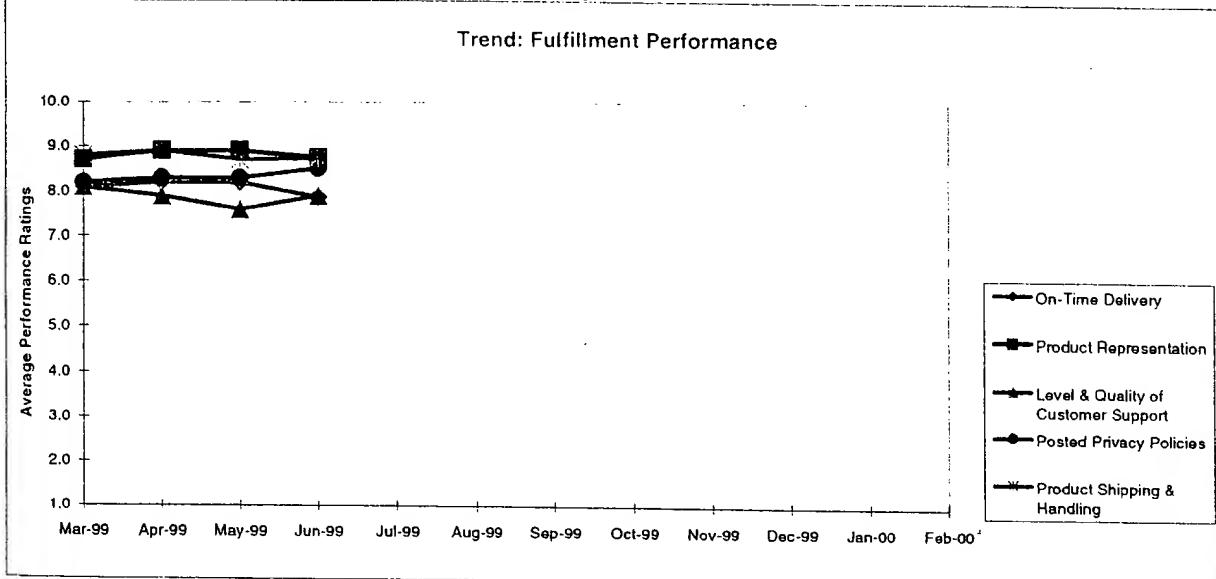


FIG. 5b

## Trend: Fulfillment Performance



## Trends: Merchant Performance

The graphs above show your organization's average performance ratings for the five Point-of-Sale and five Fulfillment merchant attributes. The graphs will enable your organization to closely monitor your performance trends.

FIG. 5c

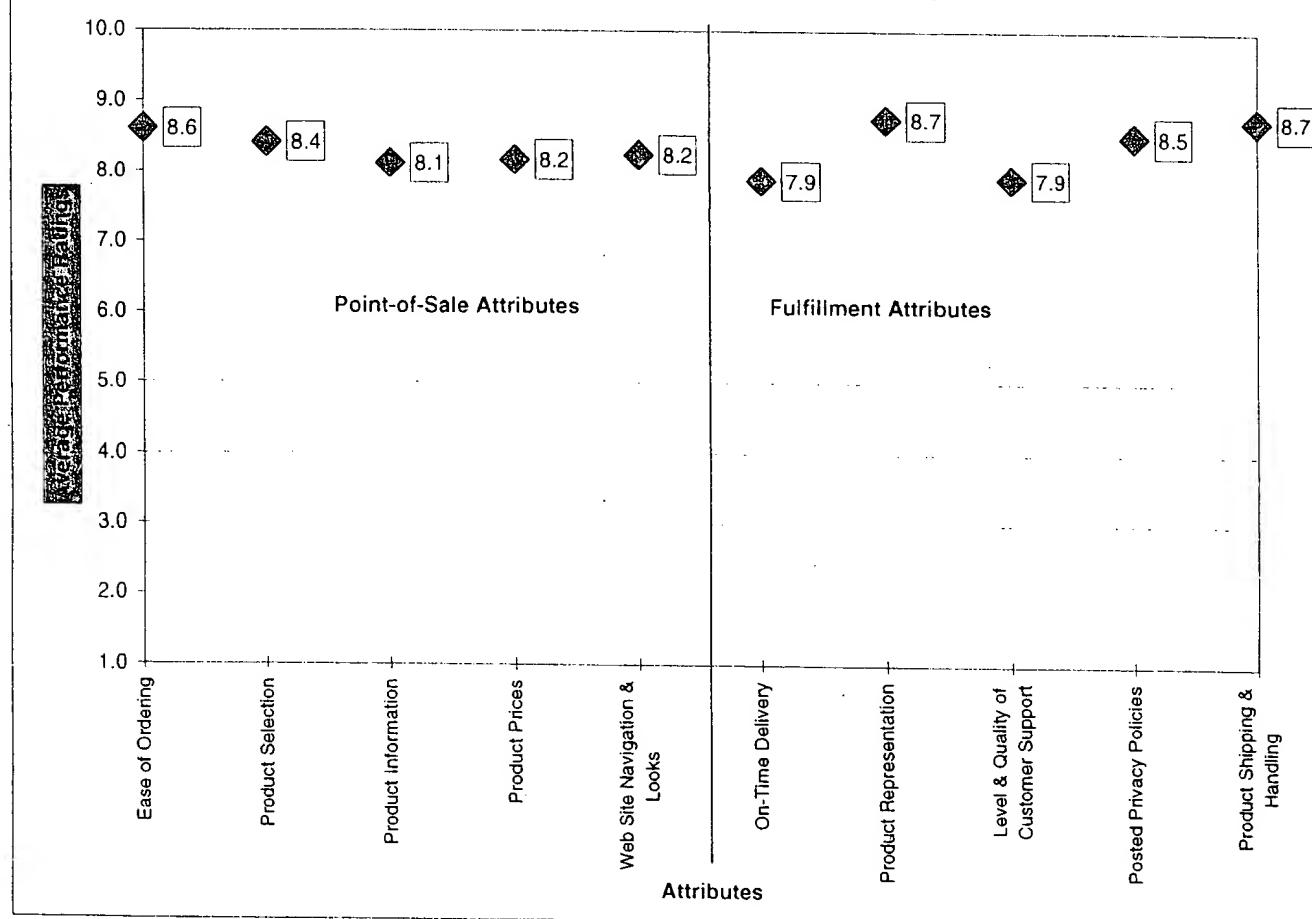
**Merchant Performance Summary**

	Merchant Attributes	Average Performance
Point-of-Sale	Ease of Ordering	8.6
	Product Selection	8.4
	Product Information	8.1
	Product Prices	8.2
	Web Site Navigation & Looks	8.2
Fulfillment	On-Time Delivery	7.9
	Product Representation	8.7
	Level & Quality of Customer Support	7.9
	Posted Privacy Policies	8.5
	Product Shipping & Handling	8.7

Performance Averages are on a scale from 1 to 10 with:

- 1 & 2 = Very Low Satisfaction
- 3 & 4 = Low Satisfaction
- 5 & 6 = Moderate Satisfaction
- 7 & 8 = High Satisfaction
- 9 & 10 = Very High Satisfaction

FIG. 5d

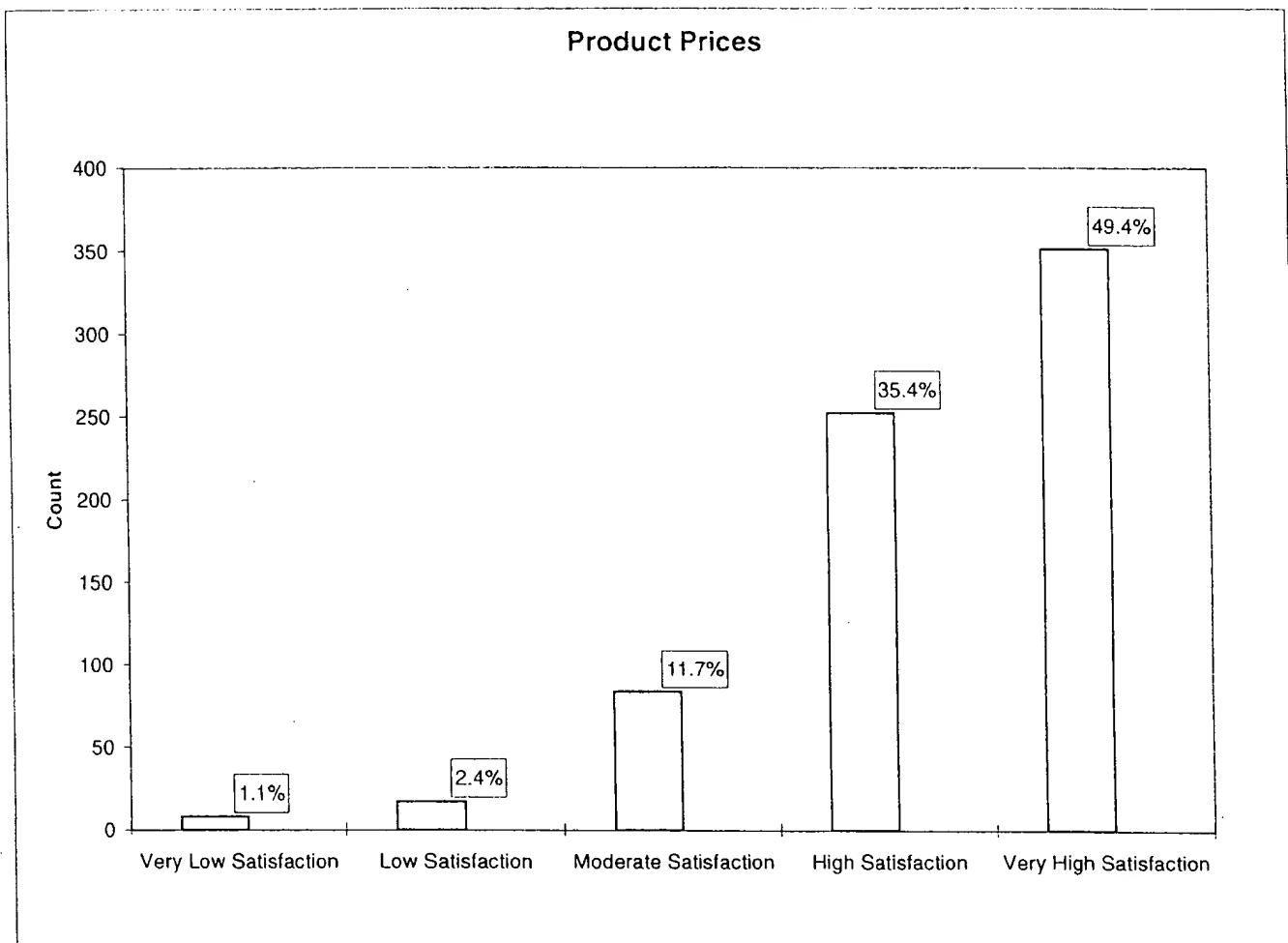
**Merchant Performance Summary****Merchant Performance Summary**

Average performance ratings of the five Point-of-Sale and five Fulfillment attributes are summarized above.

FIG. 5e

<b>Performance</b>				
<b>Product Prices</b>				
<b>Response</b>	<b>Count</b>	<b>%</b>	<b>Cum %</b>	
<b>Very Low Satisfaction</b>	8	1.1%	1.1%	
<b>Low Satisfaction</b>	17	2.4%	3.5%	
<b>Moderate Satisfaction</b>	83	11.7%	15.2%	
<b>High Satisfaction</b>	252	35.4%	50.6%	
<b>Very High Satisfaction</b>	351	49.4%	100.0%	
<b>Responses</b>	711	100.0%	100.0%	
[BLANK]	25			
<b>Total</b>	736			

FIG. 6a



#### Product Prices

3.5% of respondents rate Product Prices as either 'Very Low' or 'Low' in Satisfaction.  
84.8% of respondents rate Product Prices as either 'High' or 'Very High' in Satisfaction.

FIG. 6b

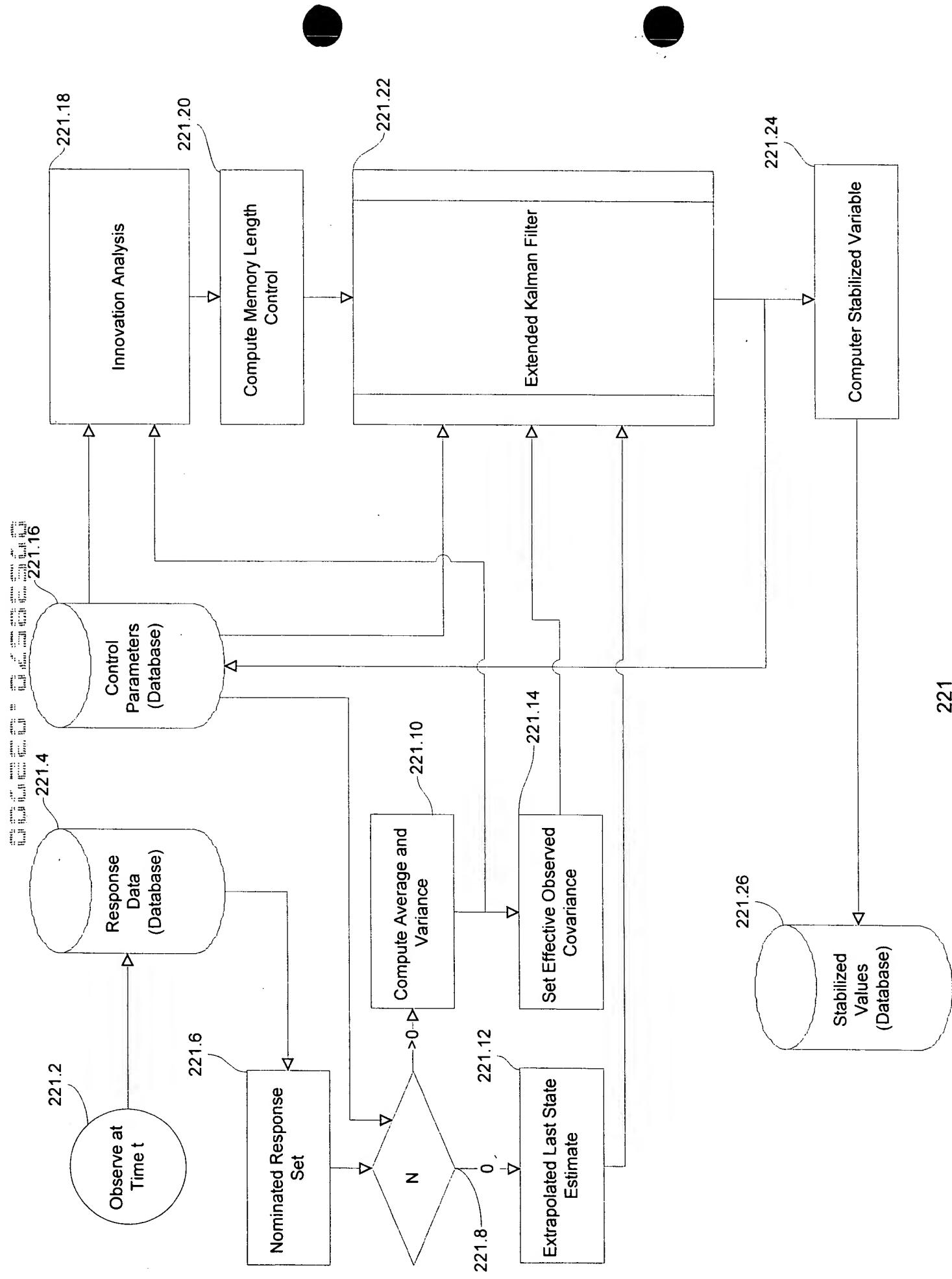


Fig. 7

221

221.22

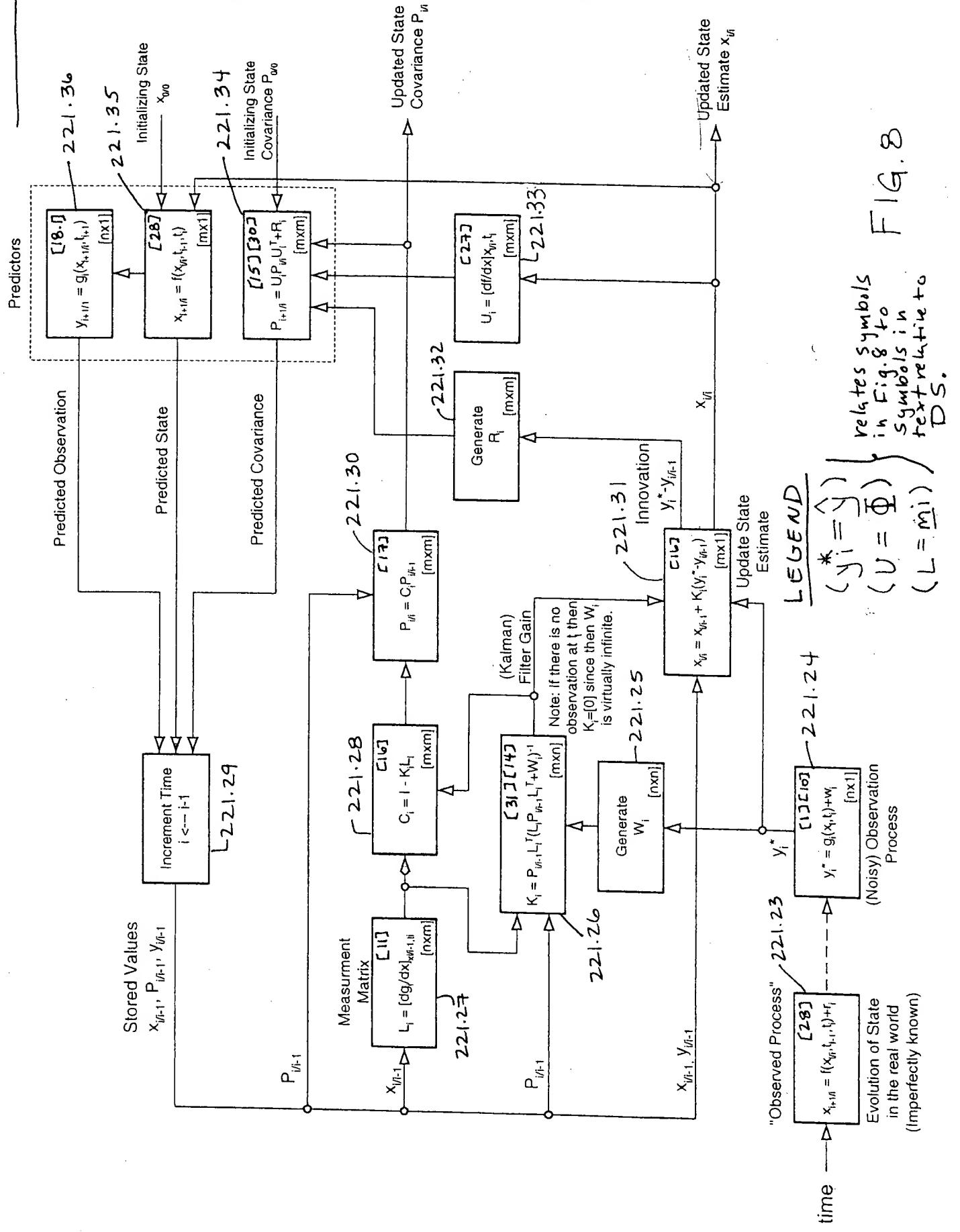


FIG. 8

DS.

Fig. 8 to  
symbols in  
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symbols in  
text relative to  
DS.

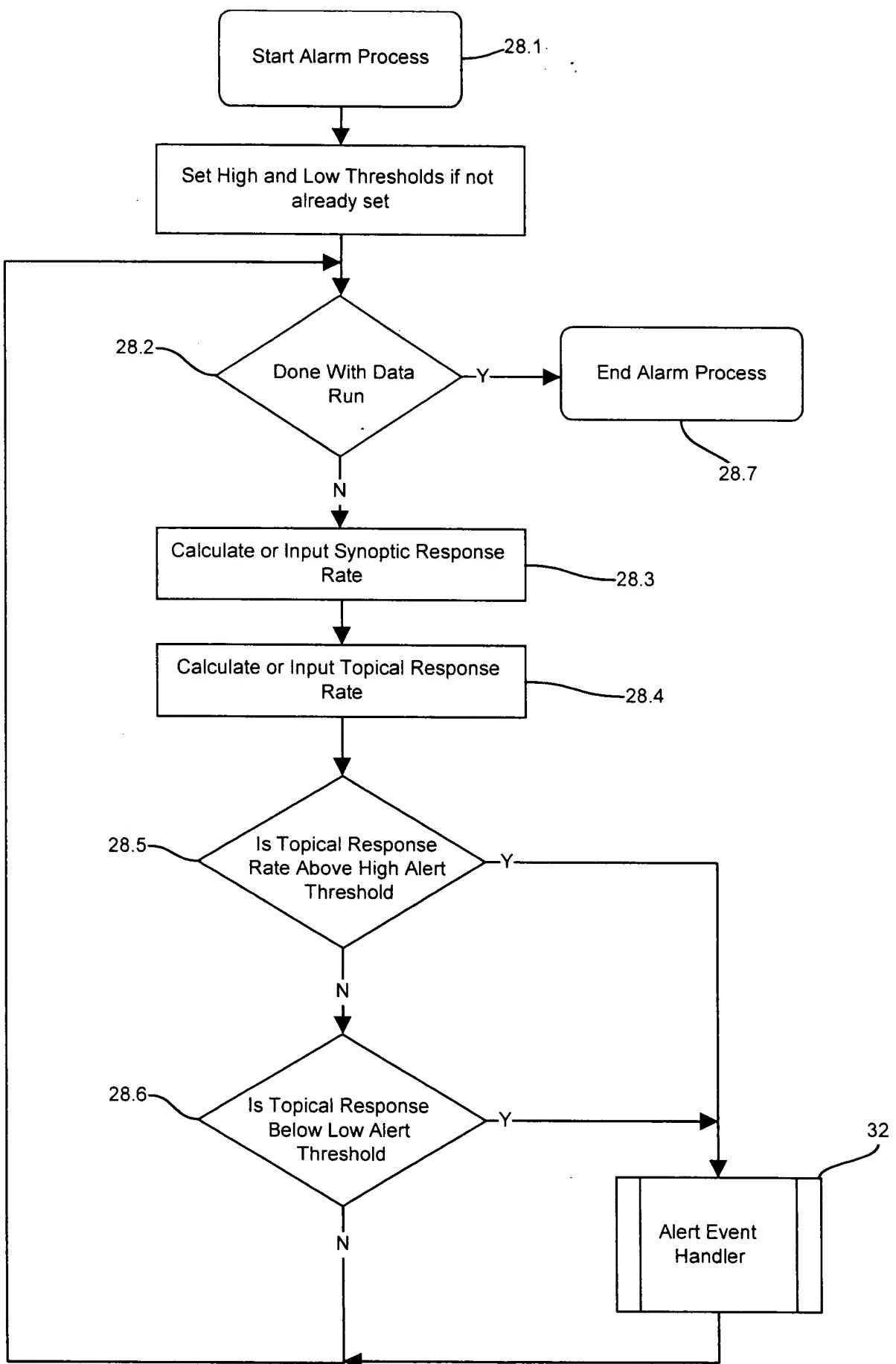


FIG. 9

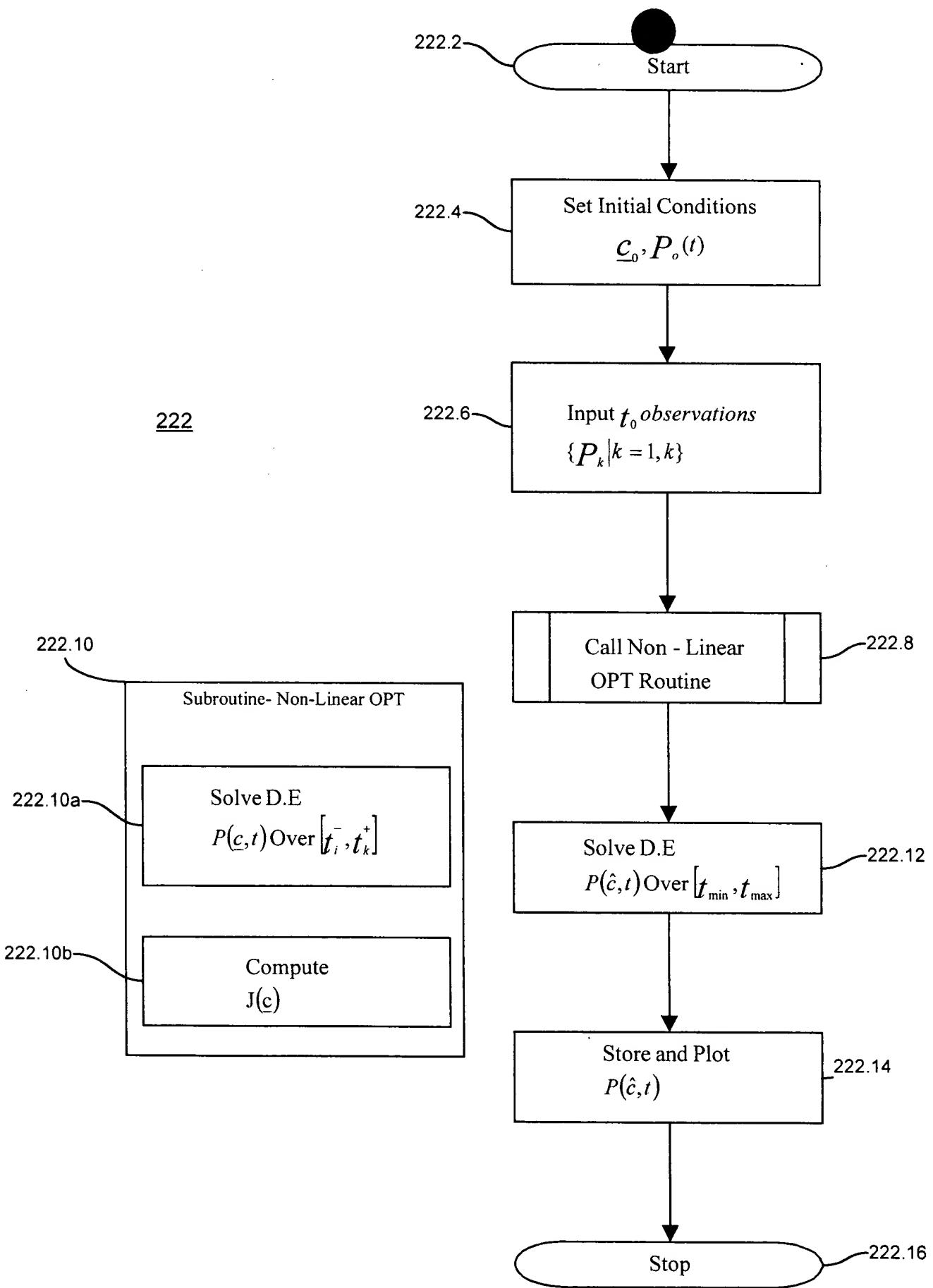


FIG. 10

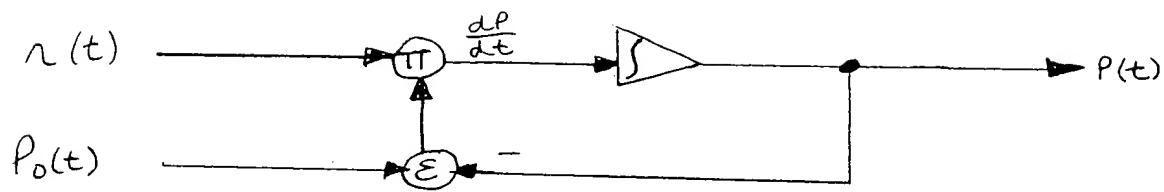


FIG. 11

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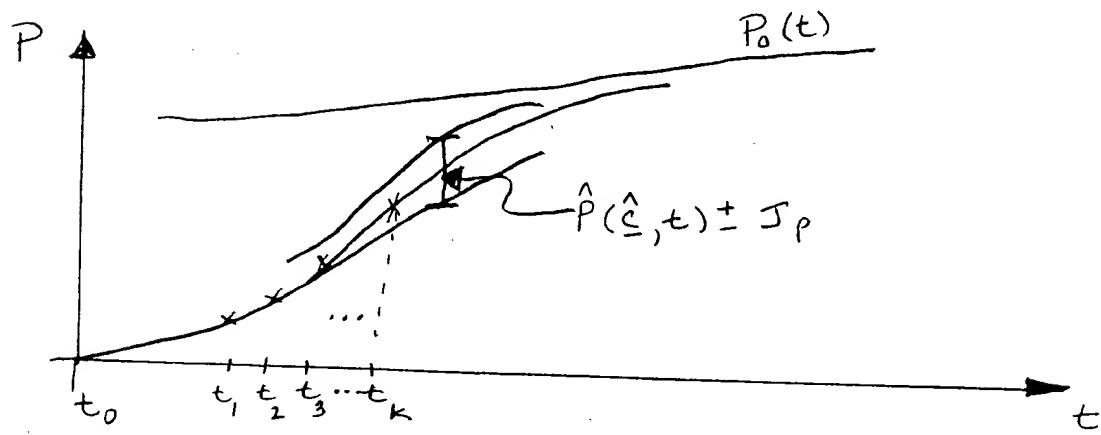


FIG. 12

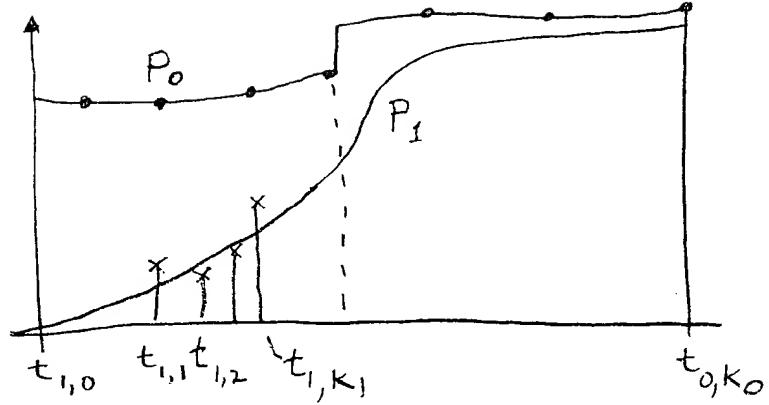
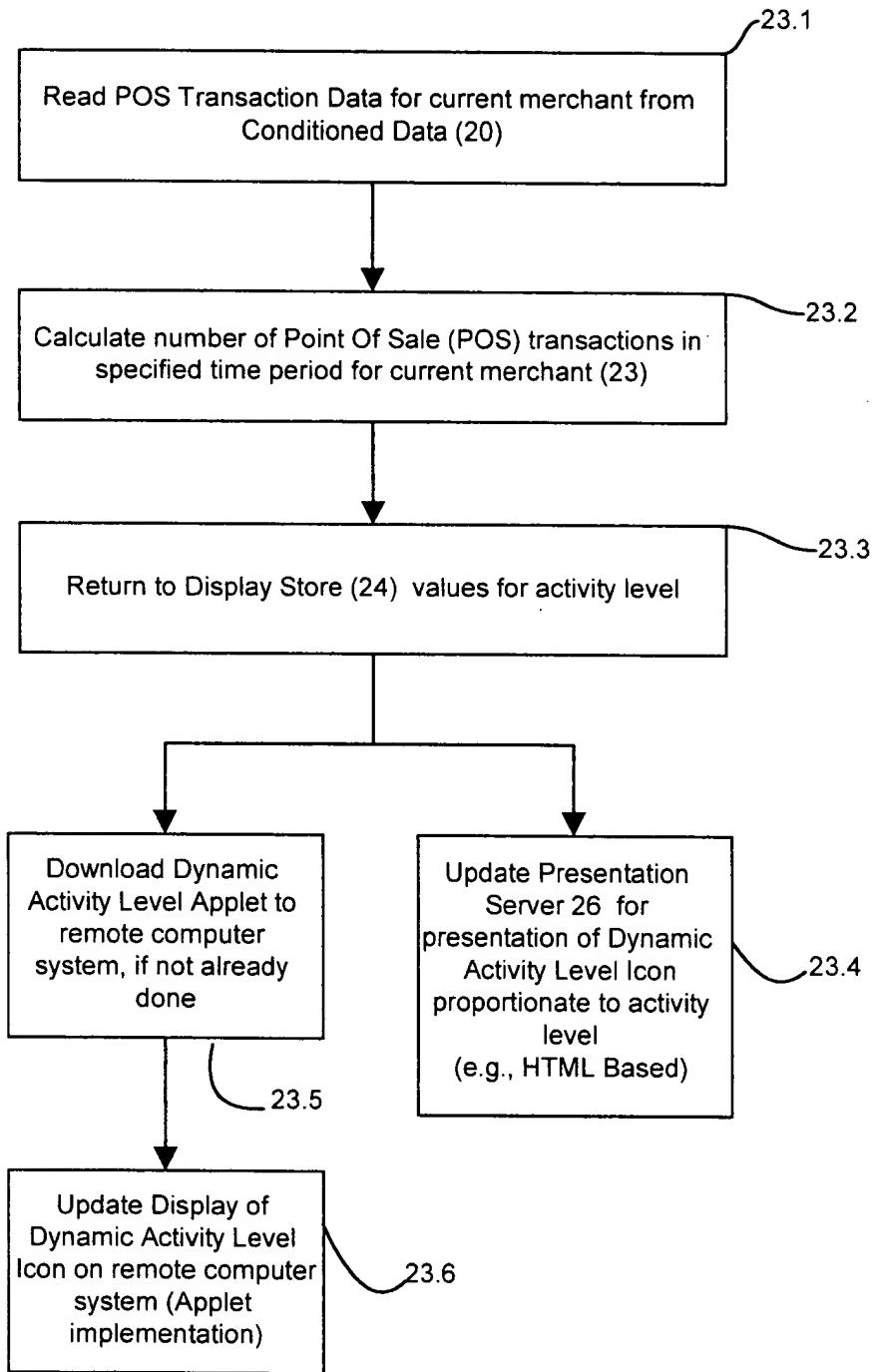


FIG. 13

$I$	$(P, t)_{I,0}$		$(P, t)_{I,1}$		$(P, t)_{I,2}$		$\dots$	$(P, t)_{I,kl}$	
0	$P_{0,0}$	$t_{0,0}$	$P_{0,1}$	$t_{0,1}$	$P_{0,2}$	$t_{0,2}$		$P_{0,k0}$	$t_{0,k0}$
1	0	$t_{1,0}$	$P_{1,1}$	$t_{1,1}$	$P_{1,2}$	$t_{1,2}$	$\dots$	$P_{1,k1}$	$t_{1,k1}$
2	0	$t_{2,0}$	$P_{2,1}$	$t_{2,1}$	$P_{2,2}$	$t_{2,2}$		$P_{2,k2}$	$t_{2,k2}$
$\dots$									
$\dots$									
$\dots$									

FIG. 14



23

FIG. 15

We rate e-business.<sup>TM</sup>

Search

Categories



GO

Find A Store

Enter store name



home | help

Stores with Special Offers

Join Now! Sign In

**Popular Picks****- Get These Cool Gadgets -****Palm Vx**

Organize your life in high-tech style.

**Portable MP3****Player/Recorder**

Now your MP3's can go wherever you go!

**Ultra-light Laptop**

With this you can move at the speed of business.

**Digital Camera**

Instant gratification for the computer generation.

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**Start your online shopping at bizrate.com:**

Find products and great deals at stores you can trust!

**Start Shopping with Confidence****Apparel & Accessories**

women's, men's, children's ...

**Auctions**

business to consumer ...

**Computers & Software**

desktop PCs, applications, PDAs ...

**Consumer Electronics**

home audio, cameras, DVDs, TVs ...

**Entertainment**

books, music, video ...

**Food & Drink**

coffee, wine, gourmet ...

**Gifts & Flowers**

flowers, chocolate, jewelry ...

**Health & Beauty**

vitamins, fitness equipment, cosmetics ...

**Home & Garden**

furniture, home accents, cookware ...

**Office Supplies**

calculators, calendars, fax machines ...

**Sporting Goods**

golf, camping, snowboarding ...

**Leisure & Hobby**

cigars, collectibles, pet products ...

**Toys & Games**

video games, Pokemon®, other toys ...

**Travel Reservations**

air, car, hotel ...

**Member Benefits**

Look for Special Offers,

including

up to 25%

Cash Back!

Get Rebates

**Earn Bonus  
Rebates!**

Act now! Deadline to refer new members is March 31, 2000!



Look for this seal when you shop online.

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[See Our Privacy Policy](#)**FIG. 16**

**bizrate.com**

We rate e-business.™

**Search**

Categories

**GO****Find A Store**

Enter store name

**GO****home | help****Stores with Special Offers****Join Now! Sign In**

Home &gt; Computer Hardware &amp; Software

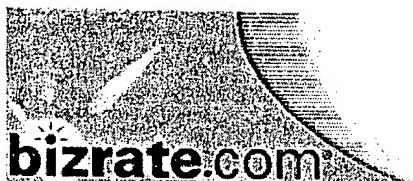
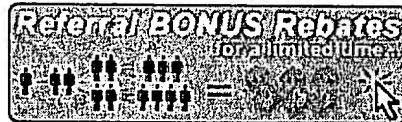
## Smart Search: Searching for Computer Hardware & Software

Search by Manufacturer SKU #:

**SEARCH****Systems/Platforms:**[Desktop PCs](#)[Macs](#)[PC Notebooks](#)[Mac Notebooks](#)[PDAs](#)**Components:**[CPUs](#)[Motherboards](#)[IO Controllers](#)**Memory:**[RAM](#)[Video Memory](#)[Cache Memory](#)[Flash Memory](#)[Read-only Memory](#)**Video/Imaging:**[Video Cards](#)[Monitors](#)[Scanners](#)[Digital Cameras](#)[Projectors](#)**Multimedia:**[CD/DVD Drives](#)[Sound Cards](#)[Speakers/Headsets](#)**Accessories:**[Power Devices](#)[Cables](#)[Docking Stations](#)[Misc. Accessories](#)**Storage:**[Hard Drives](#)[CD/DVD Drives](#)[Removable Devices](#)[Removable Media](#)[IO Controllers](#)[Storage Accessories](#)[Tape Drives](#)[Storage Cables](#)[Storage Cabinets](#)**Input Devices:**[Keyboards](#)[Pointing Devices](#)[Scanners](#)[Game Controllers](#)**Networking/Communications:**[Modems](#)[Concentrators](#)[Repeaters](#)[Hubs/Switches](#)[Bridges/Routers](#)[Network Adapters \(NIC\)](#)[Network Accessories](#)[Network Cables](#)**Printers & Accessories:**[Printers](#)[Printer Accessories](#)[Cartridges, Toner & Ribbons](#)**Software:**[Operating Systems](#)[Applications](#)
[Home](#) | [About BizRate.com](#) | [Contact Us](#) | [Press](#) | [Jobs](#) | [Merchants Only](#)

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All rights reserved. See [legal notice](#).[See Our Privacy Policy](#)**FIG. 17**

We rate e-business.<sup>TM</sup>

hom | help

Search

Categories



Find A Store

Enter store name



Stores with Special Offers

Join Now! Sign In

Home &gt; Computer Hardware &amp; Software &gt; PDAs

**Search Results**

- 70 Stores

- 4 Pages

[Refine Search Preferences](#)[Helpful Tips](#)

Sort Results By:

Overall Rating

**Searching for PDAs: Refine Your Product Search**

Manufacturer: 3Com Corporation



Keyword:

(optional)

**SUBMIT**

Rating	Store Name	Special Offers	Activity Level	On Time	Buy It!
★★★★★	<a href="#">Outpost.com</a>	\$ \$ \$ 3% rebate	●	98	
★★★★★	<a href="#">Mercata, Inc.</a>	\$ \$ \$ 5% rebate	●	98	
★★★★★	<a href="#">eCOST.com</a>		●	98	
★★★★★	<a href="#">PC Connection Online Superstore</a>	\$ \$ \$ 3% rebate	●	98	
★★★★★	<a href="#">Multiwave Direct</a>		●	98	
★★★★★	<a href="#">CDW Computer Centers</a>		●	97	
★★★★★	<a href="#">Computers4SURE.com</a>		●	98	
★★★★★	<a href="#">NECX Computer Marketspace</a>		●	97	
★★★★★	<a href="#">IC-Direct</a>		●	98	
★★★★★	<a href="#">AVLogic</a>		●	97	
★★★★★	<a href="#">Solutions4sure.com</a>		●	98	
★★★★★	<a href="#">Insight</a>		●	98	
★★★★★	<a href="#">Neutron Inc.</a>		●	99	
★★★★★	<a href="#">CMPExpress.com</a>		●	98	
★★★★★	<a href="#">Combined Digital, Inc</a>		●	97	
★★★★★	<a href="#">MobilizeNow, Inc.</a>		●	99	
★★★★★	<a href="#">Ascent Technology Ltd</a>		●	96	
★★★★★	<a href="#">buy.com</a>		●	97	
★★★★★	<a href="#">Egghead.com</a>		●	97	
★★★★★	<a href="#">Office Depot</a>		●	98	

**Top BizRater PDAs**

- Palm Vx - 8 MB
- 3COM PALM IIIX 4 MB
- Palm V 2 MB - Palm OS 3.0
- Casio Cassiopeia E-105 32 MB
- Palm IIIE - - RAM 2 MB
- HP JORNADA 430 16 MB
- PSION Series 5MX Palmtop 8 MB
- Palm VII - 2 MB -
- HP JORNADA 420 8 MB
- Compaq AERO 1530 16 MB

| 1 | 2 | 3 | 4 |

next &gt;



Search

Categories



GO

Find A Store

Enter store name

We rate e-business.<sup>TM</sup>

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Stores with Special Offers

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## About BizRate.com - Store Ratings

### We rate e-business.

If you wanted to identify the best store from which to buy, how would you decide? You could visit one store after another. You could even stop in a few and browse around. But after all that, you've spent a lot of time and still may be undecided. In the end, the best way to decide would be to ask people who have bought at these stores before you. There is no substitute for experience - that is the foundation of our ratings at BizRate.com.

BizRate.com rates e-businesses in the best way possible -- by asking tens of thousands of consumers to tell us about their actual shopping experiences each day. We accomplish this by inviting every purchasing customer at participating online stores to take part in a survey, immediately after buying, to give us feedback on their experience. We then follow up after the expected order delivery date to see if the delivery arrived on time and met expectations. To see a demonstration of how the surveys work, [click here](#).

### What do you think of this online store?

Please take a moment to fill out our independent survey about your online shopping experience. You could win up to \$5,000<sup>00</sup> instantly.

**bizrate.com**  
We rate e-business.



The BizRate.com survey asks consumers to rate the performance of the online store from where they just made their purchase on the BizRate.com Ten Dimensions of Service. This information is then compiled and appears in the online store's Performance Report.

### BizRate.com Ten Dimensions of Service

- Ease of Ordering - Convenience and speed of ordering
- Product Selection - Breadth and depth of products offered
- Product Information - Information quantity, quality & relevance
- Product Prices - Prices relative to similar online stores
- Web Site Navigation & Looks - Speed of site, quality of layout, and the presence of broken links, pictures, or images
- On-Time Delivery - Expected versus actual delivery date
- Product Representation - Product description or depiction versus what was actually received
- Level & Quality of Customer Support - Status updates and handling of complaint or question
- Posted Privacy Policies - Efforts to inform you of policies
- Product Shipping & Handling - Appropriateness & condition of packaging your delivery

In order to provide the most complete listing of online stores possible, we also include stores that don't participate in the BizRate.com program. This is how we distinguish among them:

**FIG. 19a**

### **Customer Certified Ratings (gold stars)**

Customer Certified online stores have performance ratings presented as gold stars. They have agreed to allow BizRate.com to continuously survey every customer who makes a purchase on their Web site.



### **Member Ratings (silver stars)**

Online stores with Member Rated online stores do not participate in the free BizRate.com Customer Certification Program and have ratings presented as silver stars. The evaluation of these online stores has been provided by members of BizRate.com's Online Research Panel of 100,000+ actual online buyers.

### **In Process**

In Process online stores are similar to Member Rated online stores in that they are not participating in BizRate.com's free Customer Certification Program and do not allow their customers to continuously and openly rate their performance. Performance ratings for these online stores are not available at this time. We are in the process of collecting evaluations of these stores from members of BizRate.com's Online Research Panel of 100,000+ actual online buyers.

We compile all the feedback we receive from consumers like you into an online store Performance Report for each e-business that we rate.

Contact us for more information about BizRate.com's products and services.

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**FIG. 19b**



**WELCOME** **COMPUTERS** **ELECTRONICS** **GAMES**

Guaranteed! Secure Shopping

**SEARCH**

**FIND IT**



[Order Status](#)

[Help](#)

Welcome to eCOST.com

**FREE FREIGHT On Orders Above \$250**



[How to Order?](#)



[Why eCOST.com](#)

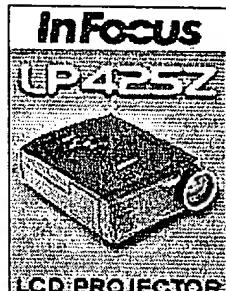


[Customer Service](#)

**Catalog eZshop**

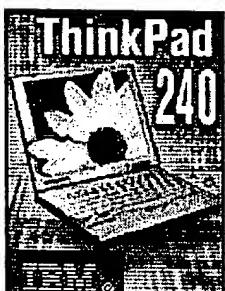
Enter catalog part number

**FIND IT**



\$2,588.99

**Buy Now**



\$1,069.00

**Buy Now**



\$999.99

**Buy Now**

**COMPAQ ENTER**

No Stop Signs  
No Speed Limits



Palm Organizers

**ENTER**



Digital Cameras

**ENTER**



DVD  
PLAYERS

**ENTER**

apply now for

**eZ PAY**

aria

Instant Approval  
Instant Rewards

0% APR



## Our Categories

### Computers

[Notebooks](#)

[Desktops](#)

[Peripherals](#)

[Software](#)

[Accessories](#)

### Home Electronics

[DVD Player](#)

[Receivers](#)

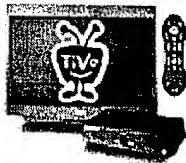
[TVs / VCRs](#)

[Camcorders](#)

[Other](#)

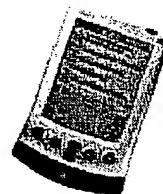
**Philips HDR312 30 HOUR TiVO PERSONAL RECORDER / RECEIVER**

\$699.00  
HDR312 30 HOUR PERSONAL TV RECEIVER / RECORDER POWERED BY TiVo



**Buy Now**

**Palm Computing  
Palm V Organizer**



\$255.99  
Organizer w/ 2MB RAM, Smaller size, lighter weight, ultra thin. State of the Art Industrial Design

**Buy Now**

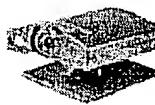
**Toshiba SD-1200 DVD PLAYER**

\$214.00  
SD-1200 DVD PLAYER with colorstream component video outputs and coupon for 5 free DVDs



**Buy Now**

**3Com HomeConnect USB PC Digital Camera**



\$113.79  
You get video conferencing, video e-mail, and video snapshots in a quality USB camera

**Buy Now**

## Top Sellers

[Palm V Organizer](#)

**\$255.99**

[XV-511BK DVD PLAYER W/COUPON FOR 5 FREE DVDs](#)

**\$219.99**

[HDR312 30 HOUR TiVO PERSONAL RECORDER / RECEIVER](#)

**\$699.00**

[ThinkPad 240](#)

**\$1,069.00**

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[Help](#)

[Shopping Cart](#)

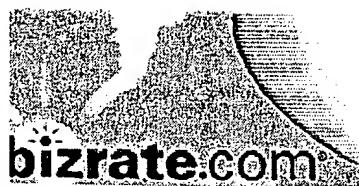
[My Account](#)

[Why eCOST.com](#)

[Terms of Service](#)

[Contact eCOST.com](#)

**FIG. 20**



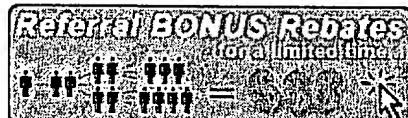
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We rate e-business.™

Search

Find A Store

Enter store name  **GO**



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[Stores with Special Offers](#)

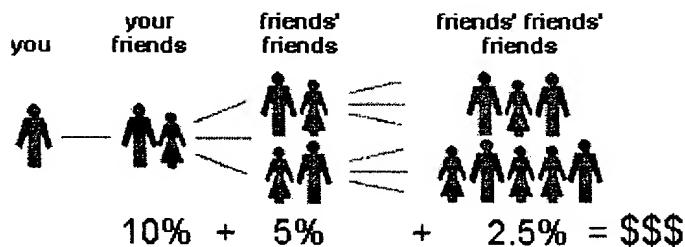
[Join Now!](#) [Sign In](#)

## Refer a Friend - Earn Bonus Rebates

**Grow the BizRate.com Community  
and grow your BizRater Rebates!**

**Act Now! Deadline to refer new members is March 31, 2000.**

**As a member, when your friends join BizRate.com and tell us that you referred them, we'll pay you a 10% bonus rebate based on the rebates they earn. And, when your friends refer their other friends who join, you'll earn a 5% bonus on their rebates too! Finally, when your friends' friends refer other friends who join, you'll even get an additional bonus of 2.5% on those rebates. (Details)**



**JOIN NOW!**

**Best of all,** these bonus rebates never come out of your friend's pocket. It's your reward from BizRate.com -- our way of thanking you for helping the BizRate.com Community to grow.

**Simply copy and paste** the text below into your email program and personalize a message for your friends. Then, send to as many friends as you like.

I found this new site that's perfect for people who shop online. Go to BizRate.com. You can find the best stores that sell whatever you're looking for, and they even give you rebates at many of our favorite stores.

Here's the address:  
[http://www.bizrate.com/reg/signup.xpm?referrer=](http://www.bizrate.com/reg/signup.xpm?referrer=Go there and sign up (it's free!), and they'll give up to 25% cash back when you buy something online. For helping to get more people to join the BizRate.com community, BizRate.com gives out bonus rebates. So once you sign up, you can tell others and get the same deal. It's like getting free money!)  
 Go there and sign up (it's free!), and they'll give up to 25% cash back when you buy something online. For helping to get more people to join the BizRate.com community, BizRate.com gives out bonus rebates. So once you sign up, you can tell others and get the same deal. It's like getting free money!

**Remind your friends** to visit the URL in the email you send or to copy and paste the URL into their browsers. That way, you'll get credit for the referral.

Once they join, you'll get bonus rebates based on a percentage of all the rebates they earn.

**Bonus Rebates** are available through March 31, 2000.

This program is intended to benefit your friends, your family, and yourself. BizRate.com does NOT

**FIG. 21**

We rate e-business.<sup>TM</sup>

Search

Categories

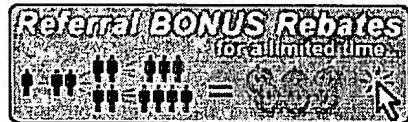


GO

Find A Store

Enter store name

GO



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Stores with Special Offers

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## Stores with Special Offers

**pick a category . . .**

or view our complete list of Stores with Special Offers.

- About Rebates
- See Special Offers
- BizRater Account Info
- Edit Account Info
- Search Preferences
- Refer a Friend
- Shopping Email
- Legal
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### Apparel & Accessories

up to 15% back - [view stores](#)

### Food & Drink

up to 30% back - [view stores](#)

### Leisure & Hobby

up to 15% back - [view stores](#)

### Computers & Software

up to 10% back - [view stores](#)

### Gifts & Flowers

up to 30% back - [view stores](#)

### Office Supplies

up to 10% back - [view stores](#)

### Consumer Electronics

up to 8% back - [view stores](#)

### Health & Beauty

up to 20% back - [view stores](#)

### Sporting Goods

up to 10% back - [view stores](#)

### Entertainment

up to 10% back - [view stores](#)

### Home & Garden

up to 30% back - [view stores](#)

### Toys & Games

up to 15% back - [view stores](#)

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## FIG. 22



We rate e-business.<sup>TM</sup>



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**Getting  
Rebates  
Is Easy!**

## Sign up for your **FREE** BizRater Account!

1. Always start your shopping at BizRate.com.
2. Look for stores that offer a rebate, then click through from BizRate.com.
3. Use your BizRater Shopping Email Address during checkout.

To become a BizRater and start earning cash back when you buy online, select a username. This will become your BizRater Shopping Email Address. (Currently, our rebate program is only open to residents of the United States and Canada.)

» = required

username: »

password: »

re-enter password: »

your email: »

( min. 3 char. - no spaces )

( min. 6 char. - no spaces )

**SUBMIT**

By submitting this information you agree to BizRate.com's [terms and conditions](#).

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**FIG. 23**